

***"...in the public interest."***



***Helping the Community Cope.*** The day after the tragedy, KNDO-TV began a purple ribbon campaign. When a fire fighter falls in the line of duty, a purple ribbon is the appropriate display of sympathy. KNDO-TV passed out more than 12,500 purple ribbons. At first, the station did not ask for donations, but when viewers called the station to ask about donating to a memorial fund, the station discovered that there was no fund. Immediately, KNDO-TV set up the Okanogan-Wenatchee Firefighters Memorial Fund at a local credit union and began taking donations in exchange for a purple ribbon. KNDO-TV created a memorial poster, and distributed 8,000 copies throughout Yakima. The station also created three public service announcements: One was a simple tribute to the four fallen firefighters; another focused on the Memorial Fund and how to donate; and, the third was done in cooperation with Yakima's Comprehensive Mental Health agency, which concentrated on how to get counseling for those who were personally acquainted with the firefighters (and in a small community, a lot of people knew them). Once the fund was established, the Forest Service asked that it be the only Fund, and other groups began to raise money with car washes, spaghetti feeds and other benefit activities. Other Yakima broadcasters also promoted donations to the Memorial Fund.

***Saluting the Fallen Heroes: The Community Parade.*** On Tuesday, July 24, 2001, Yakima bid good-bye and God speed to the four fallen fire fighters. Fire fighters, particularly forest fire fighters came from all over America to pay their respects. The parade of dozens and dozens of fire fighting vehicles from city fire trucks to smoke-jumpers' hum-vees was several miles long as it wound its way from the staging area on Yakima's Nob Hill to the Sundome where a memorial service would take place. KNDO-TV covered the parade live from five locations along the route. KIMA-TV used a helicopter from sister station KOMO-TV, Seattle, to shoot video of the parade and bring it back to the station for broadcast. KAPP-TV also carried live coverage of the parade from beginning to end. Clear Channel Radio station KIT-AM deployed the resources of its entire six station cluster to provide point by point parade coverage and commentary from several fixed and mobile vantage points along the parade route for radio listeners.

***Saying Good-Bye: The Community Memorial Service.*** Yakima's TV broadcasters cooperated on live pool coverage of the memorial service. The coverage on all stations began before Noon and did not end until nearly 5 o'clock in the afternoon. Most stations carried the memorial service without commentary, except to identify each speaker.

***Keeping the Memory Alive.*** After the memorial service, KNDO-TV had so many requests to videotapes of the memorial service that the station produced and sold more than 150 and donated the proceeds of about \$2,000 to the Memorial Fund.

### **Tourism Washington: "Get Out There, Your State Misses You!"**

WASHINGTON'S RESORTS AND ATTRACTIONS -- A slumping economy; attacks on America. Washington's tourism industry sinks in a downward spiral. Broadcasters rally to the need by joining with the State Tourism Office to produce and

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broadcast nearly \$400,000 worth of public service announcements encouraging Washington residents to be tourists in their own state.

In the month following the Attacks on America, it became apparent that Washington's tourism industry was in dire trouble. The "double-whammy" effect of a slumping economy and the Attacks on America had combined to send the state's tourism business into a deep downward spiral. Washington's radio and television stations immediately offered the only thing they had, use of the public's airwaves to revive the sector of the economy that traditionally rebounds most quickly.

Working through the Washington State Association of Broadcasters, the stations collaborated with the State Tourism Office to develop a plan to rejuvenate tourism in Washington. The Washington State Association of Broadcasters rallied the leaders of fourteen tourism-related trade associations to join in the effort: The Washington Association of Visitor & Convention Bureaus; the Washington Restaurant Association; the Washington Hotel & Lodging Association; the Washington Economic Development Association; the Washington Retail Association; the Washington Festival & Events Association; the National Federation of Independent Business; the Association of Washington Business; the Independent Business Association; AAA Washington; the Inland Empire Automobile Association (AAA); the Washington State Tourism Office; and, the Washington State Office of Trade & Economic Development.

Washington's Governor Gary Locke appeared in one of the public service announcements produced by the State Tourism Office. The Governor also provided a personal letter to broadcasters thanking them for their concerted effort to boost the state's tourism economy. The Washington State Association of Broadcasters copied and distributed the public service announcements to 177 Washington radio and television stations for a campaign that ran from November, 2001 through January, 2002. In all, Washington radio and television stations donated nearly \$400,000 worth of air-time to broadcast the tourism public service announcements.

### **Special Projects**

THROUGHOUT WASHINGTON -- Broadcasters never forget that every day is a day of need for someone; and that attention-getting events cannot overshadow the ongoing needs of charitable organizations in their communities. In 2001, Washington broadcasters held fund drives, clothed the needy, developed cadres of volunteers for community groups, and built homes for the homeless. The list of contributions to their communities by local broadcasters seems endless. It's a commitment they carry with them every day.

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***Habitat for Humanity.*** KIXI-AM, Seattle, began its partnership with Habitat for Humanity in February 2001 with the goal of recruiting volunteers and raising money for its “Blitz Build: 20 Homes in 12 Days” project. The station recruited listeners to work as volunteers on one particular home known as “The House that KIXI Built” and raised money by hosting a 12-hour radiothon and auction. In addition, KIXI broadcast live from the construction site for 12 hours and interviewed Habitat for Humanity officials, volunteers and the future homeowner. KIXI’s efforts resulted in 125 volunteers providing a total of 3,000 volunteer hours, surpassing its goal by 25%. The station helped to provide enough manpower to also assist in the construction of a community center. In all, KIXI raised more than \$16,000 for Habitat for Humanity and devoted nearly 32 hours of airtime to the campaign.

***Child Abuse Prevention Day.*** The entire KXLY Broadcast Group in Spokane, five radio stations and Spokane’s ABC TV affiliate, dedicates a full day to eliminating child abuse. Child Abuse Prevention Day is not just a fundraising activity, although the stations collected more than \$31,000 in 2001. From 6 a. m. to 6 p. m., in every commercial break, station personalities urge viewers and listeners to donate financial and volunteer support. The news stories, talk show segments and other informative spots help the stations’ audience understand more about child abuse, how to prevent it, warning signs, where to get help and how the beneficiary organizations can be of assistance. The Children’s Home Society of Washington, the Vanessa Behan Crisis Nursery, SCAN (Support Care and Networking for Families), and I-Care, the agency in Coeur ‘d Alene, Idaho all benefited from Child Abuse Prevention Day.

***The Breakfast of Champions.*** Every August, KING-TV, Seattle, hosts the greatest readers in town at the Breakfast of Champions. It’s the grand finale’ of the station’s summer reading program conducted in conjunction with the Seattle Public Library and the King County Library System. Station news anchors visit libraries to meet and read with the kids, encouraging young readers to continue reading when they are out of school for the summer. It’s become a tradition with the news reporters, many of whom return to the same libraries annually to see how “their” kids are doing.

***Boosting the Volunteer Spirit in Employees.*** Viacom’s KSTW-TV, Seattle, organizes a “Viacommunity Day” every year to emphasize giving back to the community. They encourage employees to take a day off by participating in an organized volunteer effort. In 2001, KSTW-TV’s offices and studios moved to the city of Renton, just south of Seattle. The Renton Highlands Library was in dire need of some gentle, loving care; work that had been neglected because of lack of maintenance funding. Station employees took an entire day to repair, clean up, spruce up and polish up the Renton Highlands Library.

***The People Helper.*** KOMO-TV’s “People Helper” takes on small and big challenges to help out ordinary individuals with extraordinary needs. In 2001, the People Helper generated toys and food for the holidays for the needy; found aid for fire victims in need of clothing, shelter or household goods; and, provided assistance for the disabled who needed wheelchairs, scooters or specially equipped vans for basic transportation. The People Helper assisted viewers bilked in disaster scams and provided vests for assistance dogs. All in all, the KOMO-TV People Helper

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stepped in to help approximately 200 times during 2001 and raised more than \$70,000 for viewer needs.

***Seattle Radio Joins Forces for United Way.*** 27 Seattle radio stations united for the first time ever to jointly support the United Way of King County and the result was a “roaring success,” according to United Way Chairman Herb Bridge. United Way donations were up more than 13% to a record \$93.3 million, vaulting Seattle past New York City and Washington, D. C. into second place nationally for total dollars raised, behind only Chicago. “A 13.2% increase could not have been accomplished without radio,” said Bridge. Stations kicked-off the campaign with a “60-second roadblock” on all stations on a Monday morning at 7:15 a.m., followed by a schedule of thirty-second PSAs in every daypart, every day, for two weeks. They continued with a mix of thirty-second and ten-second PSAs for several weeks, ultimately broadcasting a total of nearly 3,000 public service announcements.

***Collecting School Supplies.*** More and more, parents must rely on schools to provide basic educational supplies, especially in areas hard hit by economic downturns. And the schools are no more able to fill those needs than are the parents. KAPP-TV in Yakima recognized the need when nearby schools began calling the station in September asking when the station would begin collecting more school supplies. The station organized a one-day blitz to collect school supplies for needy children in the Yakima Valley. The station promoted the School Supply Collection Drive with weeks of public service announcements preparing the community and a full day of live broadcasts from collection points. Viewers donated entire cases of supplies and families donated backpacks full of supplies. KAPP-TV followed-up the drive with a series of announcements thanking the community for its generosity and with news coverage of the distribution of the supplies to Yakima-area schools.

***Child Identification Program.*** KELA-AM/KMNT-FM in Centralia is part of the Clear Channel family of stations. As a result of the stations’ involvement in community organizations, they learned that one of their local Elks Club’s prime projects was a child identification program, which fit perfectly with Clear Channel’s national child identification effort. KELA and KMNT partnered with the Centralia Elks during the Southwest Washington Fair to staff a booth collecting donations for the Elks Child Identification Project. In all, their efforts raised \$2,000.

***KSTW-TV’s Coats for Kids.*** Needy kids in Washington did not go without a warm winter coat in 2001. KSTW-TV, Seattle, partnered with Pepsi for distribution, and a dry cleaning company to prepare the donated coats. The station did live remotes to generate one of the largest collections of coats in the station’s history. More than 7,000 coats were donated to United Way of Pierce County and their agencies, Goodwill and St. Vincent de Paul.

***Listeners Helping Each Other.*** Hispanic radio sometimes meets the unique challenges of its listeners in unconventional ways. Butterfield Broadcasting’s four stations in Yakima have a diverse audience, most of whom speak some English, but with many first generation immigrants from Mexico, as well. But they have one thing in common: When it comes to helping each other, they are very generous. Seven or eight times a year, the Yakima Valley Hispanic

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community suffers the death of one of its members and the family is usually unable to pay to have their loved one returned to his or her home in Mexico for burial. The Butterfield stations commonly take the lead in raising the money necessary to provide for the transportation and burial honoring the deceased. “It seemed very unusual to me the first few times it occurred,” said Keith Teske, Butterfield’s Operations Manager. “But when I realized what the stations were doing for our community, I knew that it was the right thing to do.”

***Warm Coats for Kids.*** Seattle’s KIRO-TV and Sandusky Radio’s “Warm 106.9” teamed up to provide warm coats for kids during the winter. In January, the stations broadcast public service announcements inviting listeners and viewers to donate warm hats, coats and gloves at drop-off locations, resulting in the collection and distribution more than 15,000 coats. Many nonprofit organizations benefited from the stations’ efforts, including the YWCA, Child Haven, Multi-Service Center of North and East King County and Eastside Domestic Violence. But the real beneficiaries were the kids.

***Building-In the Work Ethic Early.*** Junior Achievement instills the kind of entrepreneurial work ethic in kids that employers want. JA’s Enterprise Village incorporates as many as twenty public and private, retail shops, restaurants, a city hall and a TV station. Youngsters are able to develop the attitudes, knowledge and direction that will serve them well when they grow up. But Enterprise Village doesn’t exist in Seattle, yet. KCPQ-TV, Seattle took on Enterprise Village as its station project. The station produced the fundraising video presentation for Junior Achievement in its drive to build Enterprise Village. The presentation is used to solicit donations from corporate organizations and philanthropists. Without KCPQ-TV’s involvement, Junior Achievement would have had to spend approximately \$25,000 to produce a presentation video, but it was supplied free of charge by KCPQ-TV.

***Rescuing a Family First-Night in Spokane.*** When KAYU-TV, Spokane, discovered that Spokane’s first-ever First Night celebration was lagging behind in organization and promotion, the station volunteered to be the event’s media partner and build awareness of this family-oriented event. The organization needed help in explaining to Spokane what First Night was all about and in promoting awareness of the many events taking place on New Year’s Eve, 2001. The station ran a heavy public service announcement promotional schedule during the weeks leading up to First Night. Organizers had hoped to attract as many as a couple of thousand people. More than 14,000 turned out and Spokane’s First Night 2001 was so successful plans are already underway for the second annual event on New Year’s Eve 2002.

***1,000,000 Meals for the Needy.*** Every December for the past 11 years, KOMO-TV, Seattle has asked viewers to donate food for delivery by Food Lifeline during the holiday season to those who are needy. After three weeks of heavy public service announcement and newscast promotion of the KOMO-TV’s “Season of Giving,” the station held a big wrap-up day on a Friday and urged viewers to continue donating through the weekend. In the next 48 hours, the response was enormous and KOMO-TV ultimately collected the equivalent of 1 Million meals for donation to the needy in Seattle.

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***Leading By Example.*** “When I first came to KAPP-TV,” says General Manager Darrell Blue, “the head of the United Way came to my office to remind me that the stations here in Yakima had always been solid supporters of the United Way Campaign. Last year, I was the chairman of United Way’s Day of Caring, so I guess he was right!” The Day of Caring is a United Way kick-off event in which businesses volunteer their employees to go out into the community to do a day’s worth of volunteer work. They do everything from reading to children to cleaning up yards for people who cannot afford the upkeep. In 2001, under Blue’s leadership, KAPP-TV employee-volunteers cleaned up a site that will become a shelter for recovering drug addicts.

***Making PSA Time Count.*** Being selective in choosing its partners allows KFFX-TV in the Tri-Cities to offer its public service partners something extra. The station doesn’t just add a public service announcement into an already long list of PSAs. KFFX-TV takes PSA time out of its commercial inventory and designs an advertising campaign, similar to what the station would do for a commercial client. Nearly always, it is an exclusive campaign, so if the station is promoting the Junior Achievement Bowling Classic, for example, J. A. gets everything the station has. As a result, nonprofit organizations receive a terrific response to their messages. These public service campaigns include production of the announcement and broadcasting that PSA in all time periods, including prime time.

***Home Team Harvest.*** After September 11<sup>th</sup>, many charitable agencies saw a noticeable drop-off in contributions. In Seattle, KING-TV contacted a variety of agencies and found out that by far the biggest need was food. The station involved the Seattle Super Sonics and Northwest Harvest Food Bank for a massive food drive on the first Saturday in December. KING-TV dedicated its three-hour morning newscast to live remote broadcasts from five different locations in the Puget Sound area, with station air personalities and Sonic players at each location. The station continued to broadcast live remote cut-ins during commercial breaks until 3 o’clock that afternoon. Although the station was not asking for cash donations, the drive collected more than \$31,000. Second Harvest was also the beneficiary of more than 90,000 pounds of food collected throughout the day. So much food was donated that the station had to hire extra delivery trucks during the day to accommodate all of it.

***Don’t Forget Other Charity Agencies That Need Your Help.*** The KXLY Broadcast Group radio and TV stations in Spokane didn’t forget that there are many agencies that need help every day. The station’s news anchors created a series of public service announcements thanking viewers for giving to the Red Cross and other September 11<sup>th</sup> relief efforts, and reminding their viewers and listeners about all of the other agencies who still needed contributions, right in Spokane.

***The Navy Report.*** Everett is the Home Port of one of the U. S. Navy’s carrier groups and KRKO-AM makes time available on the station for the Navy to communicate with its crews, their families and its civilian workforce. Twice a day, in morning and afternoon drive time, KRKO provided the Navy with a sixty-second spot, and the Navy made good use of it. The Navy used that time to recognize families; talk about events coming up on the base; schedule changes and other vital information that Navy personnel needed to know. Since the Attacks on

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America, the Navy has been a little more circumspect about some of the information it discloses, and more than a little busy, but KRKO stands ready when the Navy calls again.

**Success By Six.** KHQ-TV, Spokane, starts with the philosophy that you can make a big difference in the later success of a child if he or she is well prepared by the time they are six years old. Each month, the station produces an entirely new segment designed to assist parents or prepare toddlers for a better life ahead. In 2001, KHQ-TV's Success By Six campaign covered "Car Seat Safety Checks," "Washington State Health for All Family Insurance Registration," "Absolutely Incredible Kid Day," "Infants and Toddlers Free Hearing Screening," "Children's Book Drive," "Kids Carnival of Safety," "School Supplies Drive," "Vanessa Behan Crisis Nursery Phonathon Fundraising Drive," "Catholic Charities Children's Benefit Luncheon," "Toys for Tots," and the "Family Food Drive."

**Tom's Turkey Drive.** In November KREM-TV's weather anchor Tom Sherry and the Citadel radio stations in Spokane held a two-day turkey drive to benefit the Second Harvest Food Bank. The stations did live remote broadcasts throughout a Saturday and Sunday, directing people to grocery stores that were participating in the turkey drive. Shoppers bought an extra turkey and made their donation on the spot. The stations arranged with a shipper to provide refrigerated trucks at each collection site. Public service announcements on all the stations promoted Tom's Turkey Drive and KREM-TV provided news coverage as well. Listeners and viewers donated more than 5,000 turkeys in just two days to help make Thanksgiving a better day for Spokane's needy families.

**Home Team Holidays.** During the holiday season, the Children's Home Society of Washington benefits from donations by riders on Seattle's downtown holiday carousel. KING-TV discovered that this project needed a partner to increase the visibility and awareness of the campaign and increase donations. The station stepped in as the carousel's first major media partner and the carousel raised \$40,000 more in 2001 than it had ever raised before. In all KING-TV helped raise more than \$120,000 in donations from riders on the carousel to benefit the Children's Home Society of Washington.

**Bill Gates vs. Jeff Bezos: Tennis for Charity.** When Seattle's KOMO-TV heard from Andre Agassi that he wanted to do something to honor both his mother and sister who are breast cancer survivors, the station went to work as the media partner for the Schick Extreme Tennis Challenge. The station heavily promoted the event, which eventually sold out Key Arena. Not only were Andre Agassi, Jim Courier, Martina Navratilova, Jonathan Stark, and Pete Sampras featured in exhibition matches, but Microsoft Chairman Bill Gates took on Amazon.com CEO Jeff Bezos. All in all, with KOMO-TV's outreach, the event raised \$1.4 Million for breast cancer research.

**Igniting the Gen X Volunteer Spirit.** KCPQ-TV is Seattle's Fox station and its audience runs heavily in the 18-35 age group. The station realized that a large segment of its audience is just beginning to develop a strong sense of the need to volunteer for the good of the community. As a result, KCPQ-TV began a public service campaign, partnered with Seattle Works, to help their

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viewers understand the need to give back to the community and to encourage them to find ways to volunteer. “Our station’s audience is focused on that age group, so it was a natural thing for us to promote volunteerism to them,” said Pam Pearson, KCPQ-TV’s Vice President and General Manager.

***Children’s Book Drive.*** 2001 was the first year that KNDO-TV, Yakima, and sister station KNDU-TV, Tri-Cities, conducted their Children’s Book Drive. But for a first effort, it was extremely rewarding. The stations worked with the Yakima Schools Foundation and the Mid-Columbia Reading Foundation for a full week in June to collect more than 750 new and gently used children’s books in the Tri-Cities and about 650 books in Yakima. The stations promoted the drive with a public service announcement campaign and increased awareness of the project with stories in their newscasts.

***Children’s Ride 7.*** KIRO-TV, Seattle, teamed up with Children’s Hospital and Medical Center and Harley Davidson for Children’s Ride 7. This motorcycle ride in July of 2001 included nearly 2,000 participants and raised more than \$203,000. The Ride was promoted by a public service announcement campaign in the weeks leading up to the Ride. News anchor Brad Goode took a lead role in promoting the event and inviting viewers to participate and donate. In addition, several of KIRO-TV’s news anchors participated in the Ride.

***Faces for Life.*** All three of the Fisher Radio stations in Seattle teamed with the Puget Sound Blood Center to raise money and awareness of the help that the Blood Center provides. During February and March the stations promoted the Faces for Life campaign. At Bellevue Square Mall, Puget Sound area celebrities designed and created masks that were to be auctioned later. The stations interviewed people who have been helped by the Blood Center; talked about the need for a Blood Center and for blood donors. In addition, the station sponsored masks and provided air personalities for appearances at the Mall.

***Kennewick High School Band Goes to the Rose Parade.*** When the Tri-Cities Fox station, KFFX-TV, found out that the Kennewick High School Band had a chance to perform in the Rose Parade in Pasadena, the station jumped at the opportunity to help out. KFFX-TV created a public service announcement that ran during the entire month of September, promoting the many fundraising events the Band was working on. The station also made the announcement available to all other stations in the Tri-Cities so that the project could receive universal support. “It was really a thrill to see those kids marching in the Rose Parade on New Year’s Day,” said Kathy Balcom, KFFX-TV General Manager, “knowing that we had helped them achieve their dream.”

***Dress For Success.*** Many women returning to the workforce do not have the resources to create a wardrobe suitable for job interviews. KXLY-TV works with the Spokane YWCA every year to create a clothing bank. The campaign is called Dress for Success and it builds confidence in women so that they can go on a job interview feeling that they are attired appropriately.



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#### **IV. Thank You, Broadcasters** ***“The Voices of the Citizens of Washington “***

Washington's broadcasters are immensely proud of the community service they perform every day, benefiting the 5.75 Million people of the state of Washington. We thought you might be interested in hearing what people from our own communities have to say about the impact broadcasters have had on their lives.

The following is just a small sample of the many, many letters, phone calls, faxes, e-mails, in-person comments and other expressions of appreciation received by Washington broadcasters every day.

It's the only true measure of our success in being full-service members of our communities.

And it is a great honor to receive.



STATE OF WASHINGTON  
OFFICE OF TRADE AND ECONOMIC DEVELOPMENT  
TOURISM DEVELOPMENT

210 11th Avenue SW, Suite 101 • PO Box 42500 • Olympia, Washington 98504  
360-725-5050 • Fax 360-753-4470 • [www.experiencewashington.com](http://www.experiencewashington.com)

November 9, 2001

Mark Allen  
President and CEO  
Washington State Association of Broadcasters  
724 Columbia Street Northwest, Suite 310  
Olympia, Washington 98501

Dear Mark:

Just saying "thank you" for everything you have done to make the Tourism PSA campaign a reality is somehow very inadequate. The fact is that this campaign would not have come together so smoothly without your support and your hard work.

The Association's support will help Washington state's visitor industry through a very difficult time, and on behalf all of communities and their businesses that depend upon visitor revenues, I want to extend our very sincere appreciation.

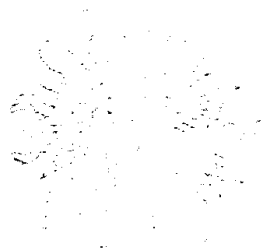
Thank you again for your very professional and exceptional assistance.

Sincerely,

Betsy Gabel  
Marketing Manager  
Business and Tourism Development

cc: Ken Messer  
Robin Pollard.  
Peter McMillin





PUBLICIS

November 6, 2001

Mark Allen  
President & CEO  
Washington State Association of Broadcasters  
724 Columbia Street NW, Suite 310  
Olympia, WA 98501-1249

Dear Mark:

I just wanted to pass along my thanks to you and the WSAB for the incredible donation you are giving to the Tourism Office to encourage Washingtonians to travel around their state. As I mentioned to you at the Summit, most states are in the unfortunate position of having to pay a large percentage of their budget for this type of media visibility; we are very lucky to have such a committed and responsible group of broadcasters who make that expenditure unnecessary.

Additionally, the acknowledgement you gave to us at the Summit was completely unexpected, very gracious, and much appreciated. This was a true team effort, and could not have been done without the swift approvals of Betsy and her group, the willingness of the Governor and his office to help out, and of course the State's broadcasters in offering this gift of free air time on which to communicate this important message.

Here's to the success of Ranger Pete in getting Washingtonians to visit their own backyards!

All the best,

Matthew D. Stiker  
Group Management Director

cc: Betsy Gable

**Schick  
Xtreme III**  
**TENNIS CHALLENGE**  
Benefiting UW Medical Center Breast Cancer Care & Research

October 22, 2001

Mr. Jimm Brown  
KOMO 4 Television  
140 4<sup>th</sup> Avenue North  
Seattle, WA 98109

Dear Jimm:

It was a pleasure to work with you this past year. Thank you for KOMO's generous contributions in supporting the important cause of breast cancer. Our collaborative efforts produced a charitable event that was a high-profile Northwest regional success story.

With the participation of our players, Andre Agassi, Jim Courier, Martina Navratilova, Pete Sampras, and Jonathan Stark, our celebrity players, Bill Gates and Jeff Bezos, and the critical support of KOMO 4 Television as Official sponsor, the **Schick Xtreme III Tennis Challenge** was the biggest, most successful tennis event ever held in the Northwest.

Thank you again for your support which will help maintain our level of excellence in leading edge research and treatment.

Very sincerely,

Claire Gill, Manager  
Breast Care and Cancer Research Center  
University of Washington Medical Center

From Claire's October 22, 2001 Email:

I thought that you would appreciate email rather than regular these days. Attached is a note just to say thanks for all you and KOMO did to make our event a success. In the end, we raised 1.4 million and filled KeyArena. We couldn't have done it without you! Thank you.

Claire

Email Address: [cegill@u.washington.edu](mailto:cegill@u.washington.edu)

Ray Ochs + Staff @KUDO

Thank you for your  
donation to Jssom. We  
really appreciate all of  
the support that has  
come from family, friends  
and the community -

Steve

Thank you and my compliments  
to the management and the entire  
staff for the complete, thorough,  
dedicated, yet respectful way in  
which you reported on the  
fallen fire heroes.

I'm proud of you for the nice  
thoughtful coverage - best in  
Yakima! Florence O'Brien



Jesse Tanner, Mayor

# CITY OF RENTON

Renton Public Library  
Clark H. Petersen, Director

June 20, 2001

UPN 11 KSTW  
2320 South 19<sup>th</sup> Street  
Tacoma WA 98405

Dear Volunteers – Highlands Library Project,

Thank you for the Viacommunity Day commitment and work done by volunteers from KSTW at the Highlands Library in Renton on Thursday, June 14, 2001. The Library Board would also like to extend its appreciation for your dedication and hard work. We have heard positive comments from regular library patrons who noticed the team at work, and also from those who see the great improvement in the appearance of the library landscape.

My concern that the Park Department did not have a supervisor to advise us, was calmed because of the abilities of the team and their good common sense. It was also evident that your teams like working together and will do well with the merger in Renton.

Thank you again for everything. We look forward to seeing you when you relocate to Renton. Please do not hesitate to call me if I can help with your transition or later.

Respectfully yours,

Clark H. Petersen  
Library Director

Cc: Jim Shepherd



# WHITNEY ELEMENTARY SCHOOL

4411 W. Nob Hill Boulevard • Yakima, WA 98908 • Telephone (509) 573-1900

October 21, 2001

KAPP-TV  
1610 South 24<sup>th</sup> Avenue  
Yakima, WA 98902

Dear KAPP-TV;

Whitney Elementary benefited from the school supply drive you coordinated in late August. Thank you for taking the time to sponsor and make this event happen. Many students begin school without the necessary supplies. Your investment in the school supply drive has helped many students get a good start.

Having businesses like KAPP-TV take part in education is highly encouraging. Your initiating this drive is greatly appreciated. Many students will have the supplies they need to actively participate. While schools attempt to provide, it's not the same as having your OWN. You've made the difference.

Again, please accept our gratitude. Your thoughtfulness and generosity are appreciated.

Sincerely,



Karen Campbell  
Principal

YAKIMA  
PUBLIC  
SCHOOLS



We're the closest thing to home.

# CERTIFICATE OF APPRECIATION

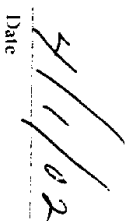
This certificate is awarded to

**KELA / KMNT**

*In recognition of 15 years of support, which has helped raised over \$1.3 million in Lewis  
County and South Thurston County for the*

*Interservice Walk-N-Knock Food Drive*

Signature 

Date 





March 29, 2002

Tamara McGregor  
KREM  
4103 South Regal  
Spokane, WA 99223

Dear Tamara:

Thank you for your support of our 2002 SweetHearts Benefit Luncheon, and my apology for this tardy note of thanks. The video you produced was absolutely superb, and Tom Sherry was just wonderful, both on video and in person as our Master of Ceremonies. And thank you for the "air time" you gave the video, it really worked! I happened to be working late one evening and took a call from a KREM viewer who said: "I just saw it on Oprah, and I want to make reservations for myself and three of my friends!" I don't think it gets much better than that!

Your support helped make our 7<sup>th</sup> annual SweetHearts Luncheon the most successful to date, and that success translates directly to the support of the Society's Mission: "To Help Children Thrive, By Building On The Strengths Of Children, Families And Communities." Thank you for helping the Society as we work to meet the needs of all our children and the families who care for them.

Sincerely,

Wayne R. Rounseville  
Vice President



A United Way Agency

CWLA

ACCREDITED



"A Century of Turning Hope into Reality"

June 20, 2001

UPN 11 KSTW  
2320 South 19th Street  
Tacoma WA 98405

Dear Volunteers – Highlands Library Project,

Thank you for the Viacommunity Day commitment and work done by volunteers from KSTW at the Highlands Library in Renton on Thursday, June 14, 2001. The Library Board would also like to extend its appreciation for your dedication and hard work. We have heard positive comments from regular library patrons who noticed the team at work, and also from those who see the great improvement in the appearance of the library landscape.

My concern that the Park Department did not have a supervisor to advise us, was calmed because of the abilities of the team and their good common sense. It was also evident that your teams like working together and will do well with the merger in Renton.

Thank you again for everything. We look forward to seeing you when you relocate to Renton. Please do not hesitate to call me if I can help with your transition or later.

Respectfully yours,



Clark H. Petersen  
Library Director

Cc: Jim Shepherd





**BOYS & GIRLS CLUBS**  
OF SNOHOMISH COUNTY

4322 Rucker Avenue  
Everett, WA 98203  
Phone: (425) 258-2436  
Fax: (425) 259-6177  
clubs@bgcsnoco.org

December 28, 2001

Ms. Alyson Soma  
Promotions Director  
KOMO AM 1000  
1809 - 7<sup>th</sup> Avenue, Suite 200  
Seattle, WA 98101

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Dear Alyson:

Thank you for your support of the 2001 Fox Sports Net/Chuck Nelson Celebrity Golf Tournament. The value of your donated promotional announcements is \$8,750. It is important for you to know how much your gift means to us. It is only with the help and support of very generous companies and organizations like yours that we are able to serve almost 12,000 youth in Snohomish County.

Did you know that juvenile crime triples between the hours of 2-8 p.m.? Did you know the cost for us to offer a child sports, recreation, education and social programs during non-school hours is \$350, and to place a child in a Washington State Detention Center is \$45,000 a year? Did you know children who don't participate in after-school activities are 57% more likely to drop out by senior year, 49% more likely to use drugs, and 37% more likely to become teen parents?

Did you know that you are making a difference in the lives of almost 12,000 kids in Snohomish County by supporting the Boys & Girls Clubs? There simply is no better way to invest our time and energy than in the only next generation we have... our children.

Thank you for investing in us!

Sincerely,

Bill Tsoukalas  
Executive Director





**BOYS & GIRLS CLUBS**  
OF BENTON AND FRANKLIN COUNTIES



Thanks kepr!

Largely because of the efforts of kepr TV's Community Kids program our building has had a makeover! Many adult volunteers and community kids helped by painting, planting flowers, picking up litter...we even washed cars for our adult volunteers. The afternoon was a huge success for everyone involved. It's exciting to see the community come together to make a real difference in our local neighborhoods. One of the highlights was seeing our own Club kid help Meteorologist Fred Rixe do the weather, and sharing a hot-dog and Coke with Heather Rowe. Come by and see our beautiful building anytime!

Also, we'd like to especially thank our special community partners:

**Leadership Tri-Cities Class VII**

The Home Depot  
Coca-Cola Bottling  
Heritage Nursery

# Yakima Schools Foundation

**Mission:** To enhance educational programs by establishing and maintaining a perpetual funding source and by increasing community involvement in Yakima public schools.



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July 3, 2001

Raymond Ochs  
Manager, Viewer Development  
1608 S. 24<sup>th</sup> Ave.  
Yakima, WA 98902

Dear Raymond:

Thank you. The KNDO Children's Book Drive was a great success. Over 600 books were collected at Inklings, Avista Communications, and at KNDO. Your staff gathered them from the various collection locations. I was able to pick them up at your station and label each book. After sorting for age group, approximately 200 books were delivered to the United Way Office to be used in the Success By Six programs and the remainder to the Yakima Schools District. Our librarian in charge of all new materials will provide the books to the appropriate age level schools.

I have provided information to the Yakima Herald-Republic regarding the donation and our business partnership. Help me watch for it in the "Slice of Yakima".

During this last year, the Foundation has been able to provide funding for many programs and to build partnerships to provide for in-kind continued support for additional services. Attached is a copy of the projects that were funded. Our ongoing goals are to provide academic excellence, classroom enhancement, aid to youth at risk, programs that include cultural arts and to promote partnerships that involve students, schools, parents, and the community.

Thank you again for your support of educational opportunities for the youth of the Yakima School District.

Sincerely,

Patty Dion  
Executive Director  
Yakima Schools Foundation

Enclosure

The Yakima Schools Foundation  
is a non-profit 501 (c) (3) organization

MAILING ADDRESS: P.O. Box 1173 Yakima, WA 98907  
OFFICE LOCATION: 1210 S. 1st St., Suite 203 A, Yakima  
Website: [www.yssf.locality.com](http://www.yssf.locality.com)

PHONE: (509) 457-0898  
FAX: (509) 457-0896



# *First Baptist Church of Yakima*

515 East Yakima Avenue — Yakima, Washington 98901-2701  
(509) 248-4434

September 24, 2001

Station Manager  
KAPP – TV  
161- So. 24th Ave  
Yakima, WA 98901

Dear Sir:

Please accept our thanks and appreciation for including our church in your public service announcements on Tuesday, September 11th. Certainly it was a day of infamy that will serve as a time-marker for all of us.

Your willingness to help "get the word out" to our community regarding services of prayer and memorial was a great help to many people. I believe the services we, and other churches, provided gave people an opportunity to respond immediately in some small way and to be with others in that tragic time. People knew they were not alone.

Again, thank you for your part in helping us all.

Peace,

*Dave Roberts*  
Dave Roberts

Rev. David W. Roberts  
Senior Pastor  
robertsdwmj@earthlink.net

Rev. Scott L. Mayes  
Minister for Youth and  
Community Outreach

Dr. Estelle Schock  
Missionary Emeritus

Rev. Paul Felthouse  
Rev. Duane Patterson  
Pastors Emeritus



*Growing in God's Love by the Power of the Spirit*



*Recipient of the National "Food Bank of the Year" 2000 Award*

November 20, 2001

Tom Sherry  
KREM TV  
4103 S. Regal  
Spokane, WA 99223

Dear Tom,

Thanks to you, Tom's Turkey Drive was a huge success! This year we raised more than 3,350 turkeys and more than \$11,000. That more than triples the amount of money we raised last year. In addition we collected more than 9,000 pounds of food. On behalf of the families and children we serve everyday, thank you for helping to provide a Thanksgiving they will remember.

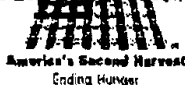
As you know, for every dollar donated, Second Harvest can distribute almost \$10 worth of food. This will ensure that we will be able to provide holiday meals to more than 13,000 people through our 21 emergency food box outlets. Thanks to your spirit and enthusiasm thousands of families will not go hungry.

It was truly a joy working with you and the rest of the KREM 2 talent and staff. What a wonderful way to kick off the holiday season! We look forward to continuing this great event with you next year. We wish you and your family a very happy Thanksgiving.

Sincerely,

A handwritten signature in black ink, appearing to read "Al Brislain".

Al Brislain  
Executive Director



A handwritten signature in black ink, appearing to read "Susan Fallermeyer".

Susan Fallermeyer  
1234 East Front Avenue  
Spokane, Washington  
99202-2148  
(509) 534-6678  
FAX 534-8252



United Way  
of Spokane County

December 23, 2001

Tamara McGregor and Jill Johnson  
KREM-TV2 News Staff  
Everyone at KREM-TV2  
4103 S. Regal  
Spokane, WA 99223

Dear All:

We would like to thank you for the excellent coverage of The Tree of Sharing for the year 2001. The partnership that we have shared has benefited many families in our area and without your outstanding coverage, this could not be possible.

The success this year of collecting 7,000 gifts that represent clients from over 50 human service agencies seems like an impossible task. Yet each year this task is tackled by hundreds of volunteers and organizations that work together to reach a remarkable conclusion for our neighbors who need our help. All of the volunteers are immensely thankful for your coverage of our goals and your participation in working at the tree locations. We make a great team!

Many people have relayed to us that they feel the coverage on KREM helps keep them informed about how we are doing. In addition this year, when on Thursday morning we still had 997 requests left and you did a special spot on the noon show, the outpouring from our community was almost overwhelming. This put us over the top to complete our task of gifts for everyone. Hundreds responded to this plea. We want to be sure that you know how much you helped and that people in our community thank you.

With the efforts of all of us we have concluded the most successful year so far. We thank you for your participation and support. Without that, we would not have achieved our goal.

Sincerely,



The Tree of Sharing  
Executive Committee  
By Dru Powers



**Before the  
Federal Communications Commission  
Washington, D. C. 20554**

In the Matter of:

Broadcast Localism

To the Commission:

)  
)  
)  
)  
)

MB Docket No. 04-233

**COMMENTS OF THE  
WASHINGTON STATE ASSOCIATION OF BROADCASTERS**

**EXHIBIT E**